

Building California's Plug-In Electric Vehicle Market

Joint Auto & Utility Proposal

Statewide Point of Purchase Program

Education &
Outreach

Clean Cars
For ALL
Incentives

Home
Charging

Federal Tax
Credit

Workplace Charging

**Clean
Fuel
Reward**

HOV Access

CVRP
Rebates



AUTO ALLIANCE
DRIVING INNOVATION®

GlobalAutomakers



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TOYOTA



VOLKSWAGEN

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Joint Support - Low Carbon Fuel Standard

- Utilities and Auto Makers Unanimously Support the Adoption of LCFS Proposal at September 2018 CARB Board Hearing
- Commitment to Statewide Clean Fuel Reward for PEVs, Applied at the Point of Purchase and Funded with a Percentage of Utilities' LCFS Residential Credit Value
- Commitment to Continue Working with Vice Chair Berg, CARB Staff and Stakeholders in Support of the Statewide Clean Fuel Reward Program



Clean Fuel Reward Guiding Principles

- Accelerate Sales of plug-in electric vehicles, i.e. vehicles that use clean electricity fuel
- Substantially larger reward than currently offered by utilities that currently offer a clean fuel rebate
- Simple for Dealers to implement & administer and Customers to understand
- Support Utilities' Local, complementary programs
- Complements Local, State & Federal Programs
 - CVRP, HOV stickers, federal tax credit, equity programs like Utilities' complementary programs & Clean Cars for All, EV outreach and awareness programs, utility grid planning, and adoption of TOU rates

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Governance of Clean Fuel Reward

- A Governance Agreement between CARB and the Utilities will lay out the principles and operating details for the governance structure, transparency, and accountability
- Governance Structure will lay out the responsibilities, authority, and accountability for the success of the Clean Fuel Reward program
- Administered by a 3rd party administrator

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Clean Fuel Reward Program Financial Structure

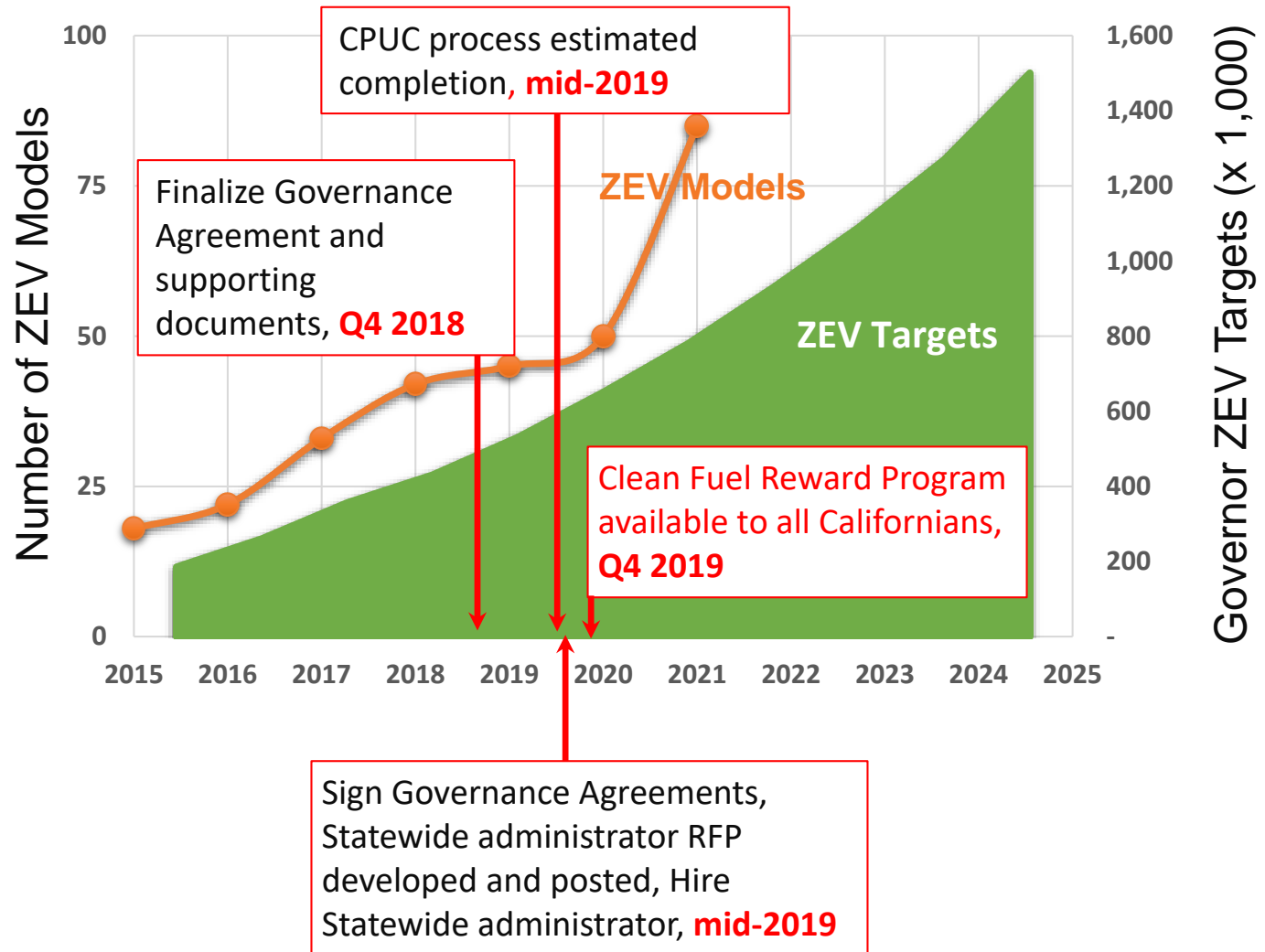
- Beginning balance sufficient to cover start up costs, including administration, starting implementation and cash flow
- Cash Reserve to ensure cash flow stays positive
- Principle: focus funds on the highest Reward possible

Reward Cash Flow Model created by Utilities & Autos

Model Inputs Influencing the Reward Dollar Amount over Time include:

- LCFS credit per-ton value
- Electricity CI value
- PEV adoption curve, reward-eligible PEV adoption and PEV fleet mix under tiered structure

Next Steps and Implementation Timeline Following CARB Board LCFS Adoption



Utilities' LCFS Complementary Programs



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Utility LCFS Investment Goals

- **Shared Goals:**
 - Provide benefits for current or future customers who use electricity fuel
 - Accelerate the market for vehicles that use electricity fuel and remove barriers to the market
- Utilities conduct service-territory specific research and customer outreach to determine local program approaches:
 - Research barriers to EV ownership in service territories and utility role in overcoming barriers
 - IOUs work with CPUC and POUs work with governing boards and/or hold town hall meetings to identify barriers and determine how best to help customers

Complementary Utility LCFS Investment

- Programs designed to address equity concerns, benefit low-income and/or disadvantaged communities
- Secondary market electric vehicle incentives
- Electricity fueling infrastructure, particularly in impacted communities
- Customer outreach and education, particularly important in low-income and disadvantaged communities
- Dealership outreach and assistance



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We encourage the Board to
Adopt the LCFS Regulation at
this Board Hearing

Thank You!